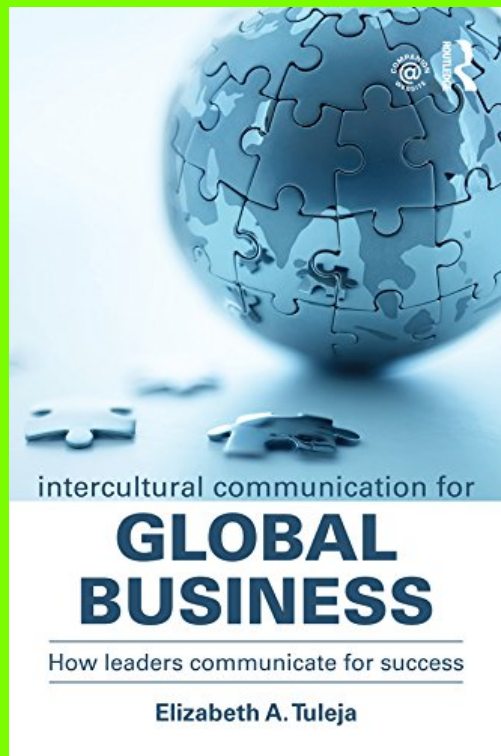


# Epub Download Intercultural Communication for Global Business: How leaders communicate for success Full Book

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This book brings together principles and new theories in intercultural communication in a concise and practical manner, focusing on communication as the foundation for management and global leadership. Grounded in the Cultural Intelligence<sup>®</sup> Model, this compact text examines the concepts associated with understanding culture and communication in the global business environment to help readers:

- Understand intercultural communication processes.
- Improve self-awareness and communication in intercultural settings.
- Expand skills in identifying, analyzing, and solving intercultural communication challenges at work.
- Evaluate whether one's communication has been effective.

Richly illustrated with examples, activities, real-world applications, and recent case studies that make the content come alive, *Intercultural Communication for Global Business* is an ideal companion for any business student or manager dedicated to communicating more effectively in a globalized society.